



# **NEWS RELEASE**

U.S. Small Business Administration

SBA Number : 04-13-0503  
Release Date: Immediate

Contact: Susan Chang  
714-550-7420 x 3808  
e-mail: [Susan.chang@sba.gov](mailto:Susan.chang@sba.gov)

## **SBA Selects Barbara King Home-Based Business Advocate of the Year**

**SANTA ANA, CALIF** – Barbara King, founder and President of Armandio Classico Custom Clothing Line and Wardrobe, a resident of Costa Mesa, CA has been named 2004 Home-Based Business Advocate of the Year 2004 by the U.S. Small Business Administration (SBA) Santa Ana District Office. Sandy Sutton, SBA District Director, announced her nomination saying, “Barbara King’s business ingenuity and perseverance have made her successful in this niche market and demonstrate the value of home-based businesses in our overall economy.”

King started Barbara’s Classic Closet with an initial investment of \$10,000 in 1995. King’s business offers closet organization, personal shopping and style assessment services. In 1999 she expanded and renamed her company, Armandio Classico Custom Clothing Line and Wardrobe Consulting by adding color analysis, a personalized line of custom clothing and a training institute for people interested in becoming personal consultants.

A graduate of the Fashion Institute of Technology in New York, Barbara has been featured in the Orange County Register, Maxim Magazine, The Daily Pilot, the Los Angeles Times and many other publications. She was awarded Entrepreneur of the Year in 1999 by Money Magazine.

Betty J. Otte, volunteer business consultant with SCORE (Service Corps of Retired Executives), nominated King and says “Barbara’s energy is off the charts and her home-based business success is directly related to total emersion in her business and to her desire to help others.” Barbara King came to the Orange County SCORE office in 1996 for counseling when her business was in its embryo stage providing one service, organizing closets. King’s development from an individual home-based closet consultant to owner of a company with 5 major home based divisions is an outgrowth of her entrepreneurial nature and creative insightfulness.

King will be honored locally at the SBA's Small Business Award Luncheon on Wednesday, May 26, 2004 at The Grove of Anaheim, CA. For further information please call the Orange County Small Business Development Center at (714) 550-564-5200.